



# SPARK® Real-Time Analytics

The industry leading customer WiFi Analytics Platform

WiFi SPARK Analytics allows you to generate deep insight into your customers' behaviour. From genuine understanding comes commercial opportunity.



## More than just WiFi

Unlock customer loyalty  
with WiFi SPARK.  
[www.wifispark.com](http://www.wifispark.com)

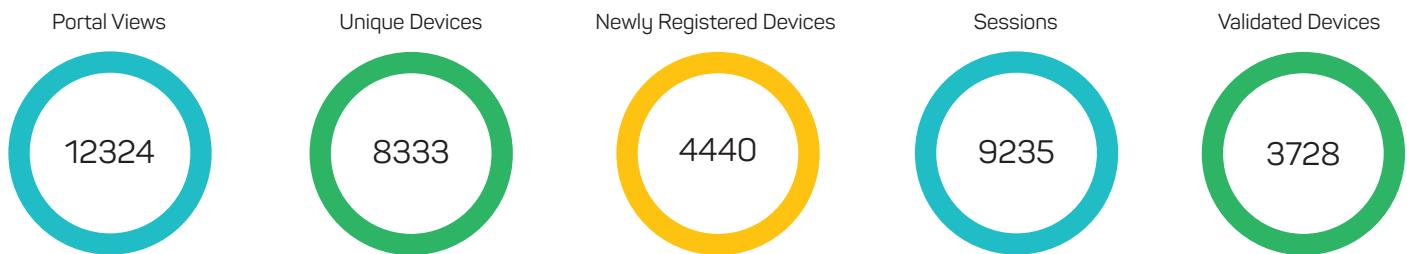
@wifispark

# SPARK® Standard Analytics

Included as standard are detailed reports that deliver insight into how your WiFi is being used and a dashboard that shows data in real-time.

WiFi SPARK takes data integrity seriously and processes data in line with GDPR.

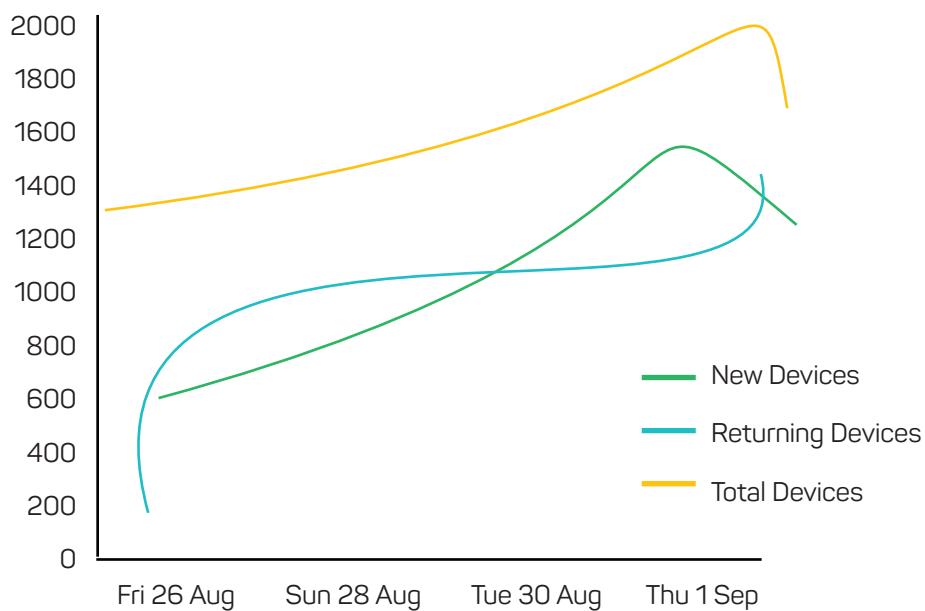
## Portal Logins



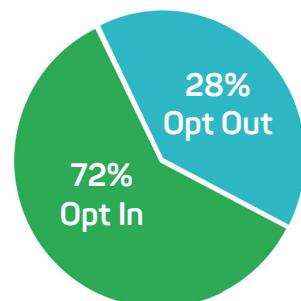
To allow you to create a full and complete customer profile, the SPARK® Platform offers different types of reports depending on the authentication method, including: session data reports, revenue reports, (if applicable) subscriber reports and social media reports.

Giving further insight, SPARK® Analytics provides a more granular view of your customers' connection, including: location, date range selection, login type conversions, portal activity, marketing preferences, data transferred, device type, and browser families.

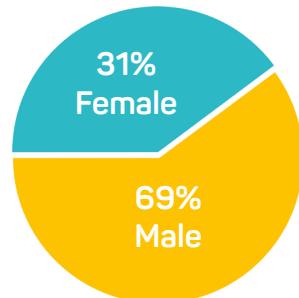
## User Types



## Marketing Preferences

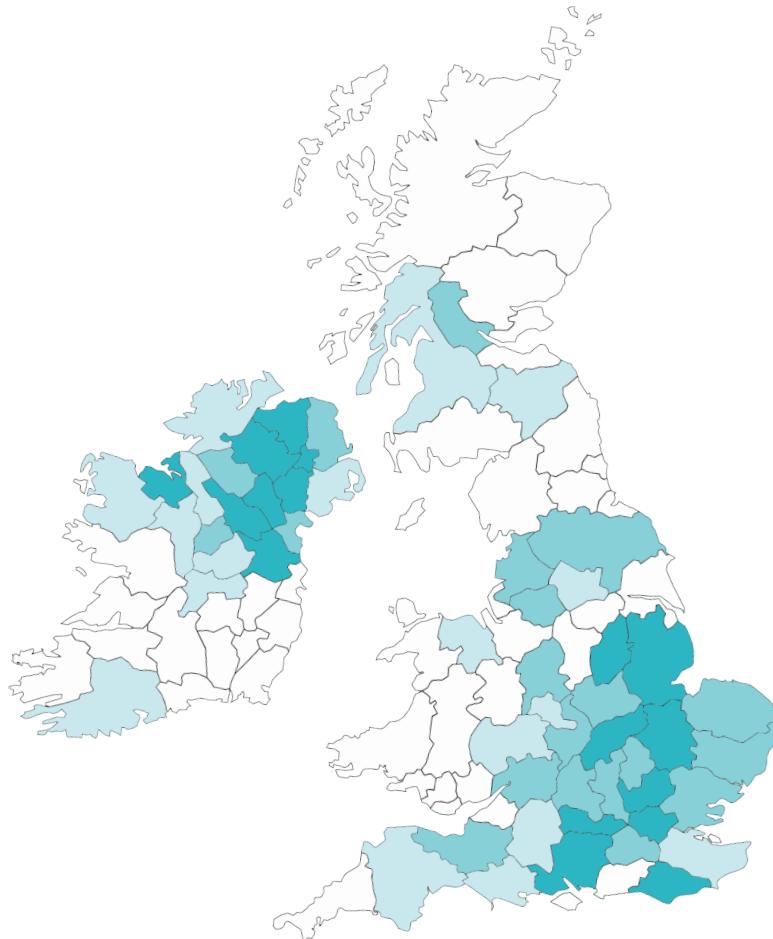


## Gender



# SPARK® Advanced Analytics

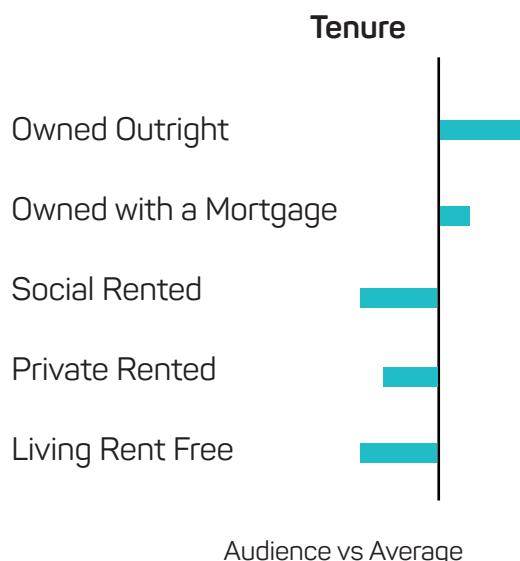
In addition to the standard reports, WiFi SPARK offers its customers the industry leading SPARK® Advanced Analytics module. Whilst other vendors simply 'collect and display', at WiFi SPARK we enhance the data with additional information to offer true demographic insights into your customers and a deeper understanding of their behaviours.



SPARK® Advanced Analytics is tailored to the customer, audience, and demographics which are of most value to your business.

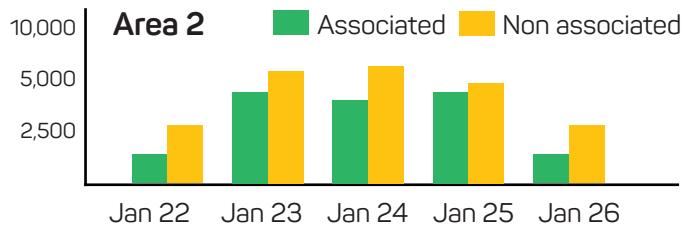
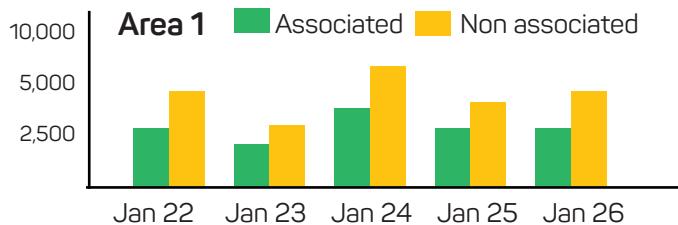
Our capability set includes:

- Data enrichment: socio-economic, earnings, accommodation, and employment
- Repeat vs unique users: compare venues depending on user profiles, analyse percentage users who visit more frequently
- Age groupings: analyse age groupings by time of day/week, location and more
- Visitor origin: understand where your customers are travelling from to confirm your catchment area. This enables highly targeted geographic marketing
- Anonymised demographics: index your customers vs GB average to gain a clear profile of your customers



# SPARK® Location Analytics

The Location Analytics module provides you with information based on presence, devices and journeys. Information is populated visually using graphs, heat maps or 3D graphics and imagery.



## SPARK® Customer Presence Analytics

The SPARK® Customer Presence Analytics dashboard enables you to identify how many devices were on-site, and demonstrate changes in those numbers over time. You can track customer interest, customer captivation (dwell time) and customer loyalty (returning visitors) for both associated and unassociated devices.

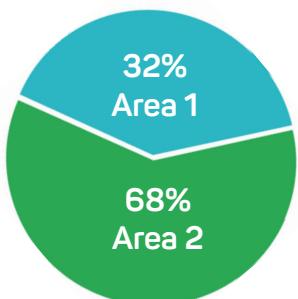
## SPARK® Device Location Mapping

The SPARK® Device Location Mapping dashboard provides you with a way to view customer movement in real-time, or within a time period of your choice. Information is displayed on heatmaps or maps of the individual devices either for your whole venue or pre-defined zones within your venue.

## SPARK® Pathway Location Analytics

The SPARK® Pathway Location Analytics allows you to see the journeys that your users are making through your venue, allowing you to identify popular locations, movement patterns and categorise journey types within your venue.

### Popular Areas



# SPARK® Custom Analytics

We recognise that all businesses are unique and they don't have the same information requirements. WiFi SPARK offers a custom analytics service that can integrate many different data sources, delivering to your needs.

With WiFi SPARK you can deliver personalised marketing, react quickly to emerging trends, and truly understand what motivates your customers, using highly targeted campaigns relevant to users, all in real-time.

Custom Analytics can incorporate:

- Weather
- Footfall data
- Social media feeds
- Survey data
- Sales data
- GPS location data
- Parking data
- Event data
- Marketing campaign data
- Environment data

WiFi SPARK will work with you to create a bespoke service that delivers precisely what you need, enabling you to better understand your customers so that you can improve their experiences and increase the scope for commercial opportunities.

SPARK® Custom Analytics can include any machine readable data source for a truly intelligent platform.



## SPARK® Connect

Your data, in real-time, SPARK® Connect sends user data directly to your CRM system allowing marketing in an instant, based on your decision parameters. SPARK® integrates with all market leading CRM systems and marketing management tools to ensure your campaigns are managed easily and effectively.



Data in

SPARK® Controller

Data out

## **WiFi SPARK and GDPR**

As the future of the DPA is in flux and with the introduction of GDPR, WiFi SPARK is closely monitoring the needs of its customers and will constantly update and adapt policies in line with the new regulations that come into force.

WiFi SPARK ensures that our clients remain compliant during the transition to GDPR by addressing the pseudonymisation and obfuscation of service user data so that rights are observed under the legislation, along with anonymisation where appropriate.



[www.wifispark.com](http://www.wifispark.com)  
[info@wifispark.com](mailto:info@wifispark.com)  
**0344 848 9555**  
**@wifispark**

**WiFiSPARK** 